Miss Kirkwood
Mr. Metzler
Mr. Mooney

THE CLEVELAND MUSEUM OF ART
CLEVELAND 6. OHIO
TELEPHONE: GARFIELD 1-7340

FOR RELEASE August 29, 1959

For several years the Central Outdoor Advertising Company has presented to the Cleveland Museum of Art a number of posters, many of which have been placed in the lending collection of the Museum for exhibition in schools and other institutions. They have also made annual grants for special expenses in connection with the Museum's educational work.

At the time of her retirement from the Central Outdoor Advertising Company Miss Lada C. Sykora carried on that company's tradition by presenting to the Museum a collection of posters which she had accumulated during her many years of service to the company. The collection consists of several thousand posters of various sizes. They represent the fruits of Miss Sykora's many years of correspondence with officials in foreign countries. Fine examples of poster art were sent to her from many parts of the world. Some of the rarest are original sketches and hand colored war posters made in China. Subjects range from war appeals to travel and commercial advertising.

Through the years Miss Sykora assisted many commercial artists and art students in greater Cleveland by placing at their disposal her collection of posters and smaller examples of advertising. Miss Sykora inspired and directed a poster contest for students of Greater Cleveland schools, with the cooperation of school and Museum authorities.

The poster collection now in the Cleveland Museum of Art constitutes one of the largest and most important of its kind in existence. It is now being labeled and catalogued and will be available for examination at a date to be announced later.

M.8.14.59